
657.9 : [338.45 : 69]

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TECHNIQUE OF THE SYSTEM ANALYSIS OF INVESTMENT AND BUSINESS ACTIVITY IN MANAGEMENT OF REAL ESTATE DEVELOPMENT COMPANIES

As shows foreign and Russian experience, investing activities in the conditions of the market relations are relevant and effective for receipt of an additional profit, expansion of business and satisfaction of interests and needs of owners.

Authors consider that in case of implementation of the concept of the system analysis of accounting (financial) records the investment analysis shall be based on indicators of forms of account, first of all. In this regard the main goal of the complex system analysis consists in refining and determination of system of indicators and techniques of assessment of investment and business activity of all subjects of economy on the basis of accounting (financial) records. The technique of the system analysis shall consider dynamics, a condition and the prospects of investments, including in case of development of business plans and investment policy.

In article use of the coefficient analysis is proved. Coefficients have industry specifics therefore they have no optimum recommended values. Their determination is possible within this or that industry or a field of activity of the organization. In this regard it is reasonable to perform the comparative analysis of business activity of the organizations within one type of activity.

Keywords: system analysis, business activity, investment activity, investment soundness, investment financing, accounting (financial) records.

« [1, 2, 3, 4].
» [2].
[2, 4, 7, 9, 10, 12].
()
()
;
[7].
(.1).
[9]. [12].

1.

*

			%		(+, -)	
	11	—	0,01	—	-11	-0,01
	2116	3108	1,98	1,98	992	0
	104765	153303	97,90	97,89	48538	-0,01
	—	—	—	—	—	—
	—	—	—	—	—	—
	—	—	—	—	—	—
	117	195	0,11	0,13	78	0,02
	107009	156606	100	100	49597	0

*

50 %

[11].

(1)

[5].

2.

2.

*

				(+, -)
	$/(-)$	0,082	0,053	-0,029
-	$(+ +)$	0,826	0,927	0,101
	$/$	1,021	0,993	-0,028
-	$/(+)$	0,979	1,007	0,028
-	$/$	0,00012	0,00011	-0,00001

*

0,029,

90 %

0,101, 10,1 %.

) [13].

1,

(.3).

[6].

[8].

(.4).

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